

# TOOELE COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
<b>DEMOGRAPHIC</b>					
Population	52,133	54,375	56,536	4.0%	7
Total Non-Ag Employment	13,933	14,753	15,542	5.3%	10
Non-Ag Avg Monthly Wage	\$2,942	\$2,998	\$2,941	-1.9%	6
Per Capita Income	\$22,442	\$23,630	\$24,687	4.5%	18
Unemployment Rate*	4.3%	3.2%	2.9%	-9.4%	10
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers (Millions)	\$50.8	\$60.5	\$71.0	17.4%	12
Travel & Tourism Related Employment	1,144	1,338	1,290	-3.6%	11
<b>TOURISM TAX REVENUES (000s)</b>					
Local Tax Revenues from Traveler Spending	\$1,764.0	\$2,142.3	\$2,133.3	-0.4%	10
Transient Room Tax	\$140.8	\$166.8	\$232.8	39.6%	18
Restaurant Tax	\$318.1	\$355.5	\$380.0	6.9%	10
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$447.7	\$559.6	\$534.2	-4.5%	11
<b>REGIONAL VISITATION COUNTS</b>					
I-80 UT/NV Traffic Count	2,273,950	2,286,725	2,288,550	0.1%	
Willard Bay S.P.	244,049	325,933	192,224	-41.0%	
Antelope Island S.P.	272,381	250,886	281,266	12.1%	
Utah Lake S.P.	252,565	265,271	270,836	2.1%	
Great Salt Lake S.P.	57,966	138,763	250,478	80.5%	
Camp Floyd S.P.	15,422	15,850	15,018	-5.2%	

\* Several Counties have identical Unemployment Rates

r = revised

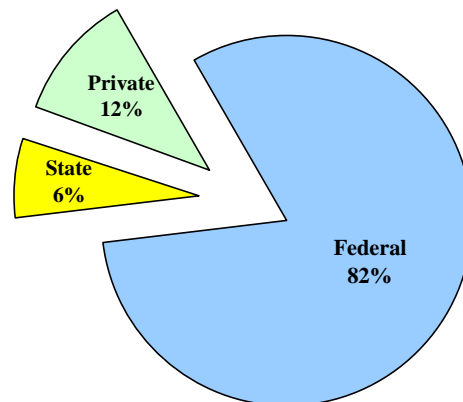
Land Ownership - 2007		No. of Acres	% Total
<b>Total Acres in County</b>		<b>4,420,793</b>	<b>100.0%</b>
<b>Federal Government</b>		<b>3,641,183</b>	<b>82.4%</b>
BLM		1,905,551	43.1%
US Forest Service		161,739	3.7%
National Park Service		--	--
National Wildlife Service		--	--
Other •		1,573,893	35.6%
<b>State Government</b>		<b>313,161</b>	<b>7.1%</b>
Utah State Parks & Recreation		564	0.0%
Utah State Wildlife Reserves		1,671	0.0%
State Trust Lands		257,985	5.8%
Other ••		52,941	1.2%
<b>American Indian</b>		<b>19,501</b>	<b>0.4%</b>
<b>Private*</b>		<b>501,091</b>	<b>11.3%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

\*May include some local government land

**Land Ownership - 2007**



# Tooele County Tourism Profile

